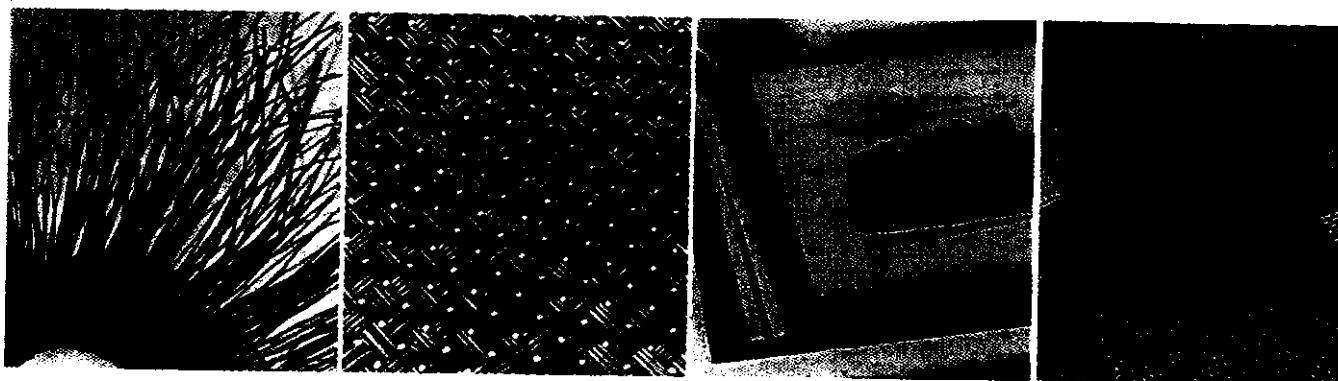


EXHIBIT B

731.05 The Industry By Matt Lee and Ted Lee

Fiber Optic

A low-end plastic fabric moves from the patio to the city's top tables.



The interior of the Manhattan restaurant *Crave* is composed of meticulously sourced materials designed to make diners take notice. Panels of hand-etched leather, including a table-top wall, are made from bookbinders' cut skin. The floors are of original, hard Breton and Walnut. When the tables have been carried

selected because it would darken to a handsome red over time.

But it wasn't clear that the restaurant would succeed when the restaurant opened in spring, 2001, according to *Crave's* first and only operator, Nate Chavira, who was *Crave's* first

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bowl that was picniclike," Chalewich said recently in her Flatiron studio. "And what I envisioned was those 50's plastic mesh lawn chairs.

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Photographs by Ben Smith for the

THE CRUISE OF
CRUISE, IN PLACE
WITH VARNISH
1000

YEAR VINTAGE WAS
INVENTED 1928

FEET OF A BAL
ON HEAD IN A SINGLE
BASKET WEAVE
CHILEWICH
PLATE MAT 1094

The Arsenal By Amanda Heiser

owners. Whether it looks organic or more steel-like, the mat is a smart-looking frame for a \$22 plate of house-cured foie gras. And it is hand-washable, which means restaurants can eliminate the cost of laundering tablecloths. The current rate for laundry service, about \$1 per tablecloth, seems like small change until you calculate: at Annisa, a 13-table operation in the West Village, the cleaning bill is about \$7,000 per year. (That doesn't include napkins, aprons and chefs' jackets.)

Still, some restaurateurs, even Tom Colicchio, executive chef at Craft, were initially apprehensive about plastic.

"The whole idea of Craft — the design imperative — was to use all-natural materials, to show how everything is put together and to be very tactile in general," Kate Grieco said. "Everything in the restaurant is wood and slate."

But Grieco thought the plastic mats were subtle enough to work with the restaurant's interiors. The place mats were as much of a hit as the restaurant's artisanal dishes. Craft began to sell its overstock directly to customers. (Now diners are referred to Barney's.) The mats are also on the tables at Craftsteak in Las Vegas, and they will be on the tables when Craft opens in Dallas in 2006.

It didn't hurt that Chilewich introduced her place mats to the restaurant market at an opportune time. Over the last decade, the silver-service atmosphere of high-end restaurants has been replaced with a more casual but high-design look. And if you have invested in custom Christian Lacroix tables, as Mercer Kitchen did, you are more inclined to highlight the wenge wood rather than to drape a white tablecloth over it. Regardless, you need to put something down to protect your investment against spilled red wine, pepper sauce and frozen rocks.

So the only place mat is definitely having a moment, which means that vinyl placemats are already making their way into the visible product line of many designers. "I have a couple of vinyl placemats in my place," said chef Freeman at the popular downtown Los Angeles hotel George. Manager, who chose Chilewich mats for his Hong Kong and Singapore branches. "I think vinyls are very popular," said the chef at the New York City hotel, the Ritz-Carlton. "I think they're going to be a big thing."

Meanwhile, designers are busy designing new place mats. "I have a lot of ideas for them," said the designer of the new New York City hotel, the Ritz-Carlton. "I think they're going to be a big thing." The designer of the new New York City hotel, the Ritz-Carlton, said, "I think they're going to be a big thing." The designer of the new New York City hotel, the Ritz-Carlton, said, "I think they're going to be a big thing."

The hallmarks of French food — the silkiness of a *roie gras terrine*, the crunch of duck skin, the weightless delicacy of a good *soufflé* — are often about texture. On a recent trip to Paris, I noticed that the texture that seemed to be on every chef's mind was the sort of wobbly chill of *gelées* — which are essentially Jell-O made with real flavors. Chefs blend fruit and vegetable juices, and even broths, with plain gelatin, then use bits of the chilled *gelées* as a flavoring component — lemon verbena *gelée* in a lobster salad, say, or squares of plum *gelée* surrounding an almond cake. One chef dotted a salad of asparagus and beets with a version made from chicken stock and dressed the vegetables with a spicy paprika vinaigrette. *Gelées* can be loose or firm. (One packet of powdered gelatin mixed with two cups of liquid will yield a firm *gelée*.) They are an especially handy touch in summer, when a cool and sparkling spoonful can intensify a dish's flavor at the same time it refreshes. At L'Entredue, a bistro, strawberries were sucked beneath clear pink beads of Cordon *gelée* (Cordon is a sweet, lightly fizzy rosé) and topped with a *fromage blanc* sorbet. Here, I've used raspberries in place of strawberries and layered the *gelée*, *fromage blanc* and fruit in glasses, like a parfait.

Crab Salad With Tomato-Sake Gelée

$\frac{3}{4}$ pound ripe tomatoes, chopped
 $\frac{1}{4}$ cup sake
Salt
1 packet gelatin, softened in
3 tablespoons water
 $\frac{1}{2}$ pound jumbo lump crabmeat or
cooked and peeled small shrimp

Zest of 1 lemon
Juice of $\frac{1}{2}$ lemon
1 tablespoon olive oil
8 basil leaves, very thinly sliced
Freshly ground black pepper
 $\frac{1}{2}$ cup finely diced cucumber

1. Purée the tomatoes in a food processor. Strain through a fine-meshed sieve into a small saucepan. This should yield about 1 cup liquid. Add the sake to the tomato water and heat over a medium-low flame until very warm to the touch. Season to taste with salt. Remove from the heat and stir in the gelatin until it is fully dissolved. Pour into a pie dish or other baking dish. Chill until firm.
2. Just before serving, put the crab in a bowl. Add the lemon zest, lemon juice, olive oil and basil. Season with salt and pepper and toss lightly. Place a small mound on one side of each of 6 plates.
3. Unmold half the *gelée*, reserving the rest for another use (with goat cheese and trout, for instance) and chop into small pieces. Spoon in a line or hair-on-end shape next to the crab. The spoon should be under the *gelée* when you unmold it.

Finios Gelée With Raspberries And Fromage Blanc



$\frac{1}{2}$ cup raspberries
1 cup plus 2 tablespoons water
1 packet unflavored gelatin
1/2 cup fromage blanc
1/2 cup sugar
1/2 cup heavy cream

1. Put the raspberries in a small saucepan with the water. Bring to a boil and simmer for 5 minutes. Strain through a fine-meshed sieve into a small saucepan. This should yield about 1 cup liquid. Add the water to the raspberry water and heat over a medium-low flame until very warm to the touch. Season to taste with salt. Remove from the heat and stir in the gelatin until it is fully dissolved. Pour into a pie dish or other baking dish. Chill until firm.
2. Just before serving, put the raspberries in a bowl. Add the lemon zest, lemon juice, olive oil and basil. Season with salt and pepper and toss lightly. Place a small mound on one side of each of 6 plates.
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